

### ***Remarks***

Applicants incorporate by reference all of the amendments and accompanying Remarks submitted in the Amendment and Reply filed on July 16, 2007. In addition, Applicants submit here additional remarks concerning new claims 164-177. Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

### ***New Claims 164-177 Distinguished from Applied References as Per 37 C.F.R. §111***

37 C.F.R. §111 (b) states "The reply must present arguments pointing out the specific distinctions believed to render the claims, including any newly presented claims, patentable over any applied references."

New independent claim 164 recites:

164. A user interface of a data processing device configured to display data, comprising:  
a display configured to display the data; and  
an input device configured to accept a plurality of specific field values of an identified data state and condition;  
said input device further configured to accept a selection of a display template from a plurality of display templates; and  
said input device further configured to accept an association between a specific field value of the plurality of specific field values, and a respective specific display template of the plurality of display templates;  
wherein each specific field value of the plurality of specific field values has an associated respective specific display template;  
wherein the data processing device is so configured that upon processing data containing the specific field value of the plurality of specific field values, the data processing device displays the data according to a format specified by the respective specific display template associated with the specific field value.

As noted in the Amendment and Reply filed on July 16, 2007, these new claims are believed to introduce no new matter, and their entry is respectfully requested. Support for these new claims may be found in the present application, *inter alia*, in FIG. 3B, at page 14, line 24 through page 15, line 2 of the original application (paragraph 50 of the published application), and at page 7, line 26 through page 9, line 3 (paragraphs 20 and 21 of the published application).

In particular, and regarding the association between "a specific field value of the plurality of specific field values" of an "identified data state and condition", and "a respective specific display template of the plurality of display templates", an example of this association is depicted in FIG. 3B of the present application, which shows a user-interface for establishing alert settings. Illustrated in FIG. 3B are alert settings, where the particular alert is triggered based on detection of stock symbols (the stock symbols are the "identified data state and condition") in a data feed; multiple pairs of text entry fields are presented for inputting specific stock symbols and stock aliases (the "plurality of specific field values").

Next to each pair of text entry fields is a drop-down menu for selecting a display template (a "respective selected display template of the plurality of display templates") which may be used to display alert data associated with specific stock symbols; in combination, each pairing of a text entry field and a drop-down menu is a means to create the "association" between a data value (such as a stock symbol) and a selected template (such as a financial display template). When a particular value (for example, a particular stock symbol) is entered by a user in a text entry field, and a particular template (for example, a particular financial data display template) is selected by a user from the paired drop-down menu, a particular association is created between the data value and the template. Multiple data values are entered (typically different data values), with one value in each text entry field, and multiple templates are selected, one template per data value. The result is that each unique data value (for example, a stock symbol) is paired with or mapped to a template (such as a stock template). This is recited in new claim 164 as: "... wherein each specific field value of the plurality of specific field values has an associated respective specific display template..." (new claim 164 on page 30 of the Reply to Office Action of April 17, 2007, filed on July 16, 2007).

Similarly, further support for new independent claim 164 is found on page 14, line 24 through page 15, line 2 of the original application (paragraph 50 of the published application), which teaches:

"FIG. 3b is an exemplary Portfolio update window. Window 311 is divided into two regions 312, for Alert Settings, and 313 for Time Settings. The Alert Title in this case is "Stocks", and *the alerts are for selected stocks, editable by symbol and alias, and having drop-down menus for the user to specify a template for each stock listed. There is a default template, and a range of other selectable templates...*"

New independent claim 172 is a method claim which has elements substantially analogous to user-interface claim 164 discussed above. Support for new claim 172 is provided in part by the same disclosure as discussed for claim 164, as well as by disclosure elsewhere in the present application.

***New Claims 164-177 in Relation to Fascenda***

Page 3 of the Office Action of April 17, 2007 alleges, in relation to previously entered claim 96, that one of the recited claim elements of claim 96 (as previously presented), namely, "... an identified data state and condition, and a display template selected from among a plurality of available display templates according to a user selection..." is taught by U.S. Patent 6,466,937 to Fascenda (hereinafter "Fascenda"). The Office Action cites Fascenda, Col. 10, line 63, to Col. 11, line 30, and specifically cites the Fascenda "template database".

Applicants respectfully disagree. Claim 96 recites some elements substantially the same or similar to elements of new independent claims 164 and 172. As such, Applicants elect to distinguish new independent claims 164 and 172 from Fascenda in part by summarizing here the arguments previously presented (in the Amendment and Reply filed on July 16, 2007) to distinguish claim 96 from Fascenda. However, in the discussion which follows, specific distinctions will be made between Fascenda and the recited text of new independent claim 164 and/or 172.

Regarding Fascenda, Applicants submit a concise summary of some of the elements recited therein:

1. A user may make a request for information (for example, a query for data via a Web browser), a request for branching (for example, selecting a hyperlink on a Web page), or a request for a file. See for example Fascenda, column 1, lines 65-67 through column 2, lines 1-19.
2. In response to any of the above-enumerated requests, Fascenda may retrieve suitable information, for example, a suitable Web page containing the requested data. See for example Fascenda, column 3, lines 7-38.
3. Further in response to the request, Fascenda may retrieve *a template associated with an information service* which provides the requested data, or *a template associated with a display page*. See for example Fascenda, column 10, lines 10 to 25:

"Client 304 interfaces with a client template database 310 and an client transaction database 312 stored in a memory of client device 108. Client template database 310 includes *a plurality of individual templates 314, typically associated with one or more information services* provided by the IS system of the present invention. In the present invention, client 304 and user interface 308 are defined and configured, and can be updated, in accordance with individual templates 314. As will be further described below, *each template 314 is typically associated with a display page*, and uniquely 20 defines the type of information and a layout or format of information presented to the user on the display page. Each template 314 can also define a set of available actions a user can take when viewing an associated display page, thereby allowing, for example, the user to request information from 25 the display page and to navigate between display pages."

Applicants respectfully submit that nowhere does Fascenda teach or suggest "... said input device further configured to accept *an association between a specific field value of the plurality of specific field values, and a respective specific display template of the plurality of display templates; wherein each specific field value of the plurality of specific field values has an associated respective specific display template ...*", as recited in new independent claim 164 of the present application.

Applicants point out in particular that the text cited by the Office Action (Fascenda, Col. 10 line 63, to Col. 11 line 30) recites a "server template database", "tables mapping individual client device unique identifiers to the most current template versions authorized for client devices", and "server 114 efficiently distributes template updates to client devices 108 to render new service features and options available to the users".

That is to say, Fascenda may retrieve *a template associated with an information service* which provides the requested data, or Fascenda may retrieve *a template associated with a display page*. Nowhere, however, is there is a teaching or suggestion of "... *an association between a specific field value of the plurality of specific field values, and a respective specific display template of the plurality of display templates ...*".

As one non-exclusive example of this claimed feature, Applicants refer the Examiner to FIG. 3B of the present application, where each specific, user-designated retrieved value of a stock (for example, "CMB", "MER", "GS", "MWD", etc.) may be mapped to a specific selected display template (for example, "Currency Bid/Off", "My Equities", "Cross X Bid/Ask", etc.) according to a user selection from a list of templates.

Applicants respectfully submit that the Fascenda reference cited by the Office Action does not teach this recited feature, either in the text cited by the Examiner or elsewhere in

Fascenda. Therefore, new independent claim 164 is allowable over Fascenda for at least this reason.

New independent claim 172 recites some elements which are the same or substantially similar to elements of new independent claim 164. Therefore, new independent claim 172 is allowable over Fascenda for at least this reasons cited above in regard to new independent claim 164.

New dependent claims 165 to 171 depend from claim 164, and are therefore allowable over Fascenda for at least the same reasons as new independent claim 164, and further in view of their own respective features. Similarly, new dependent claims 173 to 177 depend from claim 172, and are therefore allowable over Fascenda for at least the same reasons as new independent claim 172, and further in view of their own respective features.

Applicants therefore respectfully request that new claims 165 to 177 be moved to allowance.

### ***Other Matters***

In reviewing the history of the present application while preparing the present Supplemental Amendment and Reply, Applicants discovered an error in claims numbering. Specifically, in the Amendment and Reply Under 37 C.F.R. § 1.116 submitted on March 8, 2007, new claims 96-163 were submitted for consideration. Inadvertently and without intent, Applicants omitted a claim number 144, thereby "skipping" from claim 143 to claim 145. This error was apparently not noticed by the Examiner or other Patent Office staff, and was not addressed in the Office Action of April 17, 2007 nor in the Response To Amendment dated September 4, 2007.

Applicants respectfully point out that the discontinuous claim numbering may be corrected if and when the present claims are moved to allowance. Applicants therefore request that the Application be given due consideration in its present form.

### ***Conclusion***

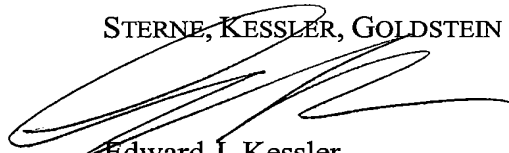
All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be

withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Supplemental Amendment and Reply is respectfully requested.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Edward J. Kessler  
Attorney for Applicants  
Registration No. 25,688

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1100 New York Avenue, N.W.  
Washington, D.C. 20005-3934  
(202) 371-2600

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